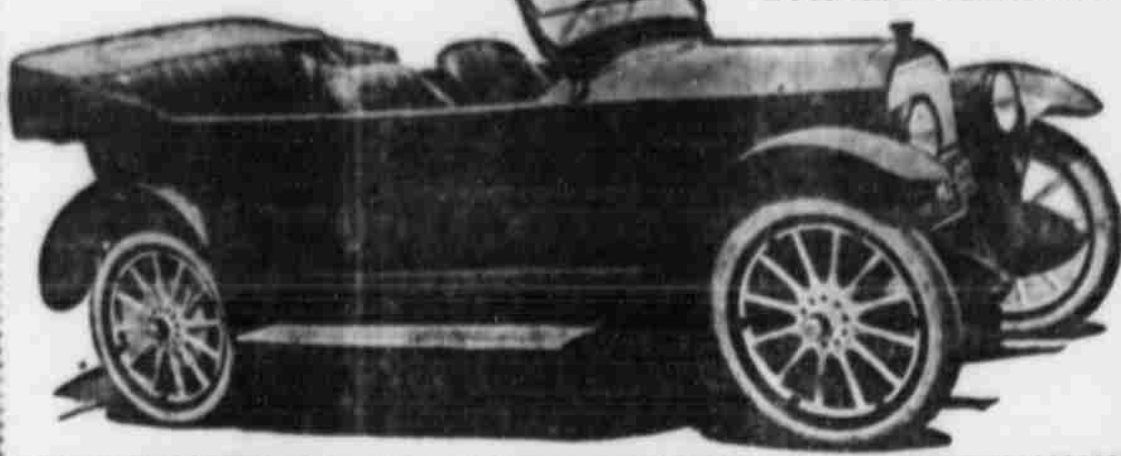


One of the First 1918 Cars of a Popular Make To Reach New York's Growing Automobile Row

NEW 1918
STEARNS-KNIGHT.



PACKARD SPEED RECORDS BRING CONGRATULATIONS

Edwin R. Hare, President of the Packard Motor Car Company of New York, has received many congratulations for the splendid showing of Ralph De Palma's aviation Packard Twin Six in the Mispah Road race on the 18th inst.

"It is very satisfactory to us," remarked Mr. Hare to several of his interviewers, "that a Packard Twin Six motor should have established new world's track records up to fifty miles per hour for cars of less than 300 cubic inches piston displacement. Coming on top of the performance of the larger Twin Six aviation motor, with its wholly unprecedented track record of 139.41 miles per hour for the quarter mile and 133.76 miles per hour for ten miles, it pretty well demonstrates what the Packard Company can do when it starts out to build a motor primarily for speed. The Packard has once more made good in what it has undertaken."

HYATT ROLLER'S BIG TEST.

The "Hyatt Roller," the test car of the Hyatt Roller Bearing Company, which left Detroit on June 4 on a 15,000 mile tour around the United States, has now reached Seattle, Wash. Since leaving Detroit it has traveled eastward to New York City, westward to Los Angeles, northward along the Pacific Coast to Seattle and is about to start back to Detroit on the last lap of its mileage Marathon.

The car is still traveling on the original bearings installed at the time the car was built nine years ago, and although it has added several thousand miles to its world's record of 200,000 miles, the bearings are still in perfect running order.

MILITARY KISSEL KAR'S PACIFIC COAST RECORD

After proving that with good roads it would be possible to mobilize a huge army at any given point on the Pacific Coast in seventy-two hours, and winning two trophies while doing it, the Pacific Coast Defense League's military Kissel Kar delivered recently, the measure of Mayor Todd of Victoria, B. C., to Governor Cantu of Tia Juana, Mexico, after going through a grueling trip of 2,923 miles straight down the Pacific Coast in ninety-two hours and four minutes running time. In addition to the Mayor's message they also carried military despatches from Capt. Bonn, Commandant of Fort Lawton, Washington, to the Commandant of Fort Rosecrans at San Diego, Cal.

One hundred and forty and one-half gallons of gasoline were consumed, giving an average of fourteen and a half miles per gallon. The car was a regular Hundred Point Six stock model. It finished in perfect condition.

Hal Stone, a Vanderbilt Cup contender six years ago, drove the car, R. W. Emerson, Secretary of the Defense League, and G. L. Stone, official observer, accompanied him.

AUTO SALES PSYCHOLOGY.

"Pride and thrift are the two elements that nowadays enter most irresistibly into automobile sales psychology," says C. T. Silver, Dart distributor. "No one feature, however outstanding, will sell a car for the reason that each member of a family must be sold upon a different line of appeal. It is a family purchase, and while the hand that draws the check is usually guided by considerations of appearance and wearing quality, the others must be sold on points of appearance, comfort, convenience and simplicity."

"TOMMY" FORBES IS BACK.

Thomas P. C. ("Tommy") Forbes, partner of John N. Willis in the earlier days of the Willis-Overland Sales Company, and a country gentleman and street railway magnate at Freeport, L. I., since that time, has returned to Broadway automobile row with the Anderson sport car, for which he is sales manager. The car is made at Anderson, Ind., and is convertible from a touring car to a sport car at will. Joseph A. Anglada designed the car.

MURRAY IN NEW QUARTERS.

Morton W. Smith Company, agents for the Murray car, have outgrown their present quarters at Broadway and Fifty-seventh Street and have leased a large floor of the Berkeley Building, at Nos. 19-21 West Forty-fourth Street, just a step from Fifth Avenue.

This is a modern building and the showroom will be one of the handsomest in the city.

There will be a raise in price of the Murray on Sept. 1.

NEW FORD OFFICE BUILDING.

The Ford Motor Company of New York has filed plans for a six-story building on the northeast corner of Broadway and Fifty-fourth Street, instead of the six-story hotel project of a year ago as an addition to the Hotel Woodward at Broadway and Fifty-fifth Street.

Toback Leaves the Hanney Co.

S. B. Toback, one of the best known automobile men in New York, who for the past six years has been president and general manager of the A. Elliott Hanney Company, metropolitan distributors of the Daniels, has resigned. He retains his interest in the company, however, but will take no active part in its administration. His plans for the future have not yet matured to the point where they can be made public.

1918 STEARNS MODELS SHOW IMPROVEMENTS

With a newly designed body and retaining all the former mechanical excellence, the Stearns for 1918 has found its way to Broadway. The new models have been on display at the local show-room at Broadway and Fifty-seventh Street since early in the week.

The points that principally improve the 1918 Stearns are "four and lighter" are the radically different body lines, together with general refinements in finish and upholstery. The rounded hood has gone and has been replaced by a more modern design. In other minor details it will be found that the new models are considerably improved over those of last year.

Damage to Britain Damages Crop.

LONDON, Aug. 28.—A great deal accompanied by a heavy rain prevailed through the British Isles. Considerable damage was done to fruit and grain crops.

NICKEL FOR WHISKEY STARTS 3,500 RIDING

Syrian and Irish Go to It in "Old Dublin," in Paterson, N. J.—Three in Hospital.

Some months ago Syrians invaded "Old Dublin," the Irish section of Paterson, N. J., and trouble has been brewing ever since. It culminated last night in a riot in which three persons took part.

Joseph Poda, a Syrian, entered Samuel Ormsby's saloon in the heart of "Old Dublin," ordered a drink of the best whiskey in the place, drank it and left down a nickel. That was all the whiskey was worth, he remarked.

The bartender objected and Poda drew a whistle. In five minutes 1,000 persons were on the job, most of them fighting. In ten minutes there were

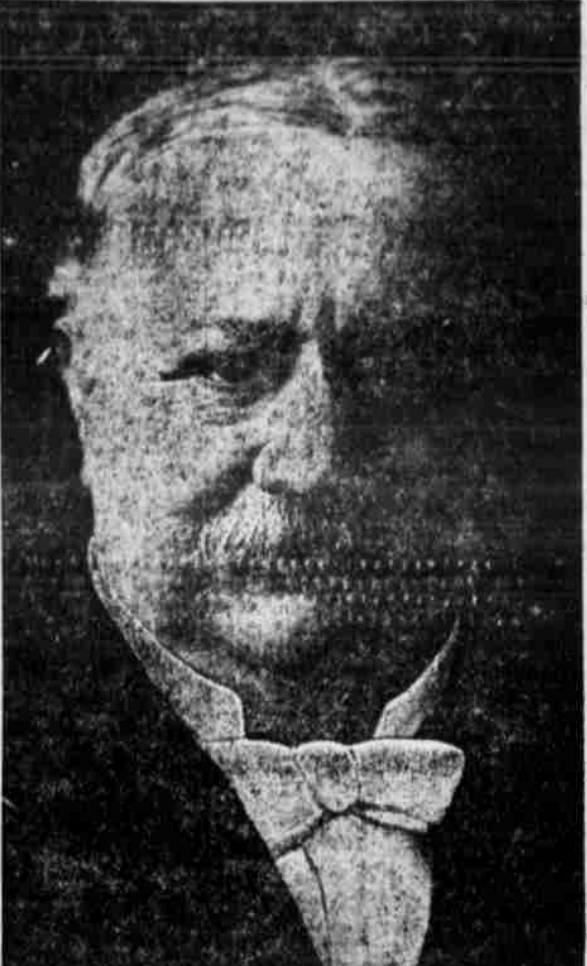
about and to fifteen minutes, the police estimated. Lines had congregated. There were more from than anyone, but the Syrians were better. One Irishman and two Germans were taken to hospital with such wounds. Five Syrians were included in the looking. The police strong lines around the

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Adds an indescribable flavor to food, makes strength, flesh and blood, before substitutes.
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For Sale Everywhere

Former United States Senator Mason, Pioneer in Pure Food and Drugs Legislation, Father of Rural Free Delivery System Says Nuxated Iron

Increased His Power and Endurance
So Much That He Feels It Ought
to Be Made Known to Every Nervous,
Run-down, Anemic Man,
Woman, and Child.

Opinions of Dr. Ferdinand King, New York
Physician and Medical Author; Dr. N. H.
Hornet, for ten years in the Department
of Public Health and Charities of
Philadelphia; and Former Health Commissioner
Wm. R. Kerr, of the City of Chicago.



What Senator Mason Says

CHICAGO, Ill.

Gentlemen:

I have often said I would never recommend medicine of any kind. I believe that the doctor's place. However, after the hardest political campaign of my life, without a chance for a vacation, I had been starting to court every morning with that horrible tired feeling one cannot describe. I was advised to try Nuxated Iron. As a pioneer in the pure food and drug legislation, I was at first loath to try an advertised remedy, but after advising with my medical friends I gave it a test. The results have been so beneficial in my own case, I made up my mind to let my friends know about it and you are at liberty to publish this statement if you so desire. I am now 65 years of age, and I feel that a remedy which will build up the strength and increase the power of endurance of one at my age should be known to the world.

Yours very truly,
E. M. Mason

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For Infants and Children
In Use For Over 30 Years
Always bears
the
Signature of *Charles H. Fletcher*

Teeth
Without Plates

I Save Decayed Teeth.
Tighten Loose Teeth, and
Treat Diseased Gums.

SEALS OF TEETH, Gold and
Porcelain Crowns, Bridge-work,
Fillings and Inlays of Gold, Silver
and Porcelain carefully made
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Roots carefully extracted.
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HOURS: 10 A.M. TO 6 P.M. DAILY
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4-Piece QUEEN ANNE PERIOD
Dining Room Suite in quartered sawed
oak, golden finish, consisting of BUFFET, CHINA CLOSET, and
SAVING TABLE, DINING TABLE, and 6 chairs, extra, as illustrated, at \$119.50

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COLUMBIA RECORDS SEPTEMBER 8TH ON SALE
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drug store in Manhattan, Bronx, Brooklyn, Jersey City and Newark.

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Altering as temptation—an smooth
as sin. Cooled to friggility—

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(Not a Jelly)

requires no skill and less time to
prepare. Taken the whole family's
fancy. Six flavors. Try Nut Choc-
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THE MURRAY "8"

Standard
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75 Horse Power
SEVEN-PASSENGER
TOURING CAR
PRICE \$19,800.
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Extra Force of Saleswomen
to Insure Prompt Service

Fulton Street Store Only
Doors Open at 9.30 A. M.

Automatic Reduction Sale

Held at the Close of Each Season

All Spring & Summer Dresses, Coats, Suits, Blouses, Skirts for Women, Misses and Girls

Must Be Sold Out by Friday, August 31st
to Make Room for Incoming Fall Merchandise

The Day Makes the Price

Coats, Suits and Dresses	Formerly up to \$35.00
Monday	\$15.00
Tuesday	\$14.00
Wednesday	\$13.00
Thursday	\$12.00
Friday	\$11.00

ON THE MAIN FLOOR
3000 Middy Blouses that
were formerly \$1.95 and \$2.95
have been reduced for this
Automatic Sale to 85c & \$1.00.

Copy of Ticket on a \$15.00 Dress

All garments formerly up to \$15.00, which were
marked \$7.00 Monday, \$6.00 Tuesday, \$5.00 Wednesday,
will be \$4.00 To-Morrow and \$3.00 on Friday.

Garments formerly marked at higher prices will be offered at proportionate reductions.

All Sales Must Be Final

We hold this sale at the end of each season. We never carry anything over from one season to another. Do not expect to find every size and color in every style. Last year by Wednesday practically all the best values were gone, so an early visit is advised.

No C. O. D.'s No Free Alterations No Exchanges

AT FULTON STREET STORE ONLY